

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 577301 /		Alt Order # 09826479
Product Crossroads GPS		
Contract Dates 09/26/12 - 10/02/12		Estimate # 1046
Advertiser Crossroads GPS		Original Date / Revision 09/24/12 / 09/24/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
		Total Ratings 344.10
IDB# 8433	Advertiser Code 12	Product Code 11
Agency Ref		Advertiser Ref

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	09/26/12	09/26/12	M-F 5a-530a	5a-530a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$700.00	2.80			
N 2	6	09/27/12	09/27/12	M-F 5a-530a	5a-530a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$700.00	2.80			
N 3	6	09/28/12	09/28/12	M-F 5a-530a	5a-530a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$700.00	2.80			
N 4	6	10/01/12	10/01/12	M-F 5a-530a	5a-530a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$700.00	2.80			
N 5	6	10/02/12	10/02/12	M-F 5a-530a	5a-530a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$700.00	2.80			
N 6	6	09/26/12	09/26/12	M-F 530a-6a	530a-6a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$800.00	3.10			
N 7	6	09/27/12	09/27/12	M-F 530a-6a	530a-6a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$800.00	3.10			
N 8	6	09/28/12	09/28/12	M-F 530a-6a	530a-6a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$800.00	0.00			
N 9	6	10/01/12	10/01/12	M-F 530a-6a	530a-6a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$800.00	3.10			
N 10	6	10/02/12	10/02/12	M-F 530a-6a	530a-6a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$800.00	3.10			
N 11	6	09/26/12	09/26/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,900.00	3.80			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 577301 /		Alt Order # 09826479
Contract Dates 09/26/12 - 10/02/12	Product Crossroads GPS	Estimate # 1046
Advertiser Crossroads GPS		Original Date / Revision 09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
N 12	6	09/27/12	09/27/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,900.00	3.80			
N 13	6	10/02/12	10/02/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,900.00	3.80			
N 14	6	09/26/12	09/26/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,900.00	4.80			
N 15	6	09/27/12	09/27/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,900.00	4.80			
N 16	6	09/28/12	09/28/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,900.00	4.80			
N 17	6	10/01/12	10/01/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,900.00	0.00			
N 18	6	10/02/12	10/02/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,900.00	4.80			
N 19	6	09/26/12	09/26/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,800.00	4.80			
N 20	6	09/27/12	09/27/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,800.00	4.80			
N 21	6	09/28/12	09/28/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,800.00	0.00			
N 22	6	10/01/12	10/01/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,800.00	4.80			
N 23	6	10/02/12	10/02/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,800.00	4.80			
N 24	6	09/26/12	09/26/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$500.00	3.20			
N 25	6	09/27/12	09/27/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$500.00	3.20			
N 26	6	09/28/12	09/28/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$500.00	3.20			
N 27	6	10/01/12	10/01/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$500.00	3.20			
N 28	6	10/02/12	10/02/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00

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Contract / Revision	Alt Order #
577301 /	09826479

Contract Dates	Product	Estimate #
09/26/12 - 10/02/12	Crossroads GPS	1046

Advertiser	Original Date / Revision
Crossroads GPS	09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$500.00	3.20			
N 29	6	09/26/12	09/26/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$350.00	2.50			
N 30	6	09/27/12	09/27/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$350.00	2.50			
N 31	6	09/28/12	09/28/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$350.00	2.50			
N 32	6	10/01/12	10/01/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$350.00	2.50			
N 33	6	10/02/12	10/02/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$350.00	2.50			
N 34	6	09/26/12	09/26/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$400.00	2.70			
N 35	6	09/27/12	09/27/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$400.00	2.70			
N 36	6	09/28/12	09/28/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$400.00	2.70			
N 37	6	10/01/12	10/01/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$400.00	2.70			
N 38	6	10/02/12	10/02/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$400.00	2.70			
N 39	6	09/26/12	09/26/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$325.00	2.20			
N 40	6	09/27/12	09/27/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$325.00	2.20			
N 41	6	09/28/12	09/28/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$325.00	2.20			
N 42	6	10/01/12	10/01/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$325.00	2.20			
N 43	6	10/02/12	10/02/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$325.00	2.20			
N 44	6	09/26/12	09/26/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$385.00	2.60			

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09/26/12 - 10/02/12	Crossroads GPS	1046

Advertiser	Original Date / Revision
Crossroads GPS	09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 45	6	09/27/12	09/27/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$385.00	2.60			
N 46	6	09/28/12	09/28/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$385.00	2.60			
N 47	6	10/01/12	10/01/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$385.00	2.60			
N 48	6	10/02/12	10/02/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$385.00	2.60			
N 49	6	09/26/12	09/26/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,050.00	3.10			
N 50	6	09/27/12	09/27/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,050.00	3.10			
N 51	6	09/28/12	09/28/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,050.00	3.10			
N 52	6	10/01/12	10/01/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,050.00	3.10			
N 53	6	10/02/12	10/02/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,050.00	3.10			
N 54	6	09/26/12	09/26/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,050.00	3.00			
N 55	6	09/27/12	09/27/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,050.00	3.00			
N 56	6	09/28/12	09/28/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,050.00	3.00			
N 57	6	10/01/12	10/01/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,050.00	3.00			
N 58	6	10/02/12	10/02/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,050.00	3.00			
N 59	6	09/26/12	09/26/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,050.00	3.60			
N 60	6	09/27/12	09/27/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,050.00	3.60			
N 61	6	09/28/12	09/28/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,050.00	3.60			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 577301 /		<u>Alt Order #</u> 09826479
<u>Contract Dates</u> 09/26/12 - 10/02/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 1046
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
N 62	6	10/01/12	10/01/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----				1	\$1,050.00	3.60			
N 63	6	10/02/12	10/02/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----				1	\$1,050.00	3.60			
N 64	6	09/26/12	09/26/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----				1	\$1,900.00	6.60			
N 65	6	09/27/12	09/27/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---				1	\$1,900.00	6.60			
N 66	6	09/28/12	09/28/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--				1	\$1,900.00	6.60			
N 67	6	10/01/12	10/01/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----				1	\$1,900.00	6.60			
N 68	6	10/02/12	10/02/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----				1	\$1,900.00	6.60			
N 69	6	09/26/12	09/26/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----				1	\$1,800.00	6.40			
N 70	6	09/27/12	09/27/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---				1	\$1,800.00	6.40			
N 71	6	09/28/12	09/28/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--				1	\$1,800.00	6.40			
N 72	6	10/01/12	10/01/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----				1	\$1,800.00	6.40			
N 73	6	10/02/12	10/02/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----				1	\$1,800.00	6.40			
N 74	6	09/26/12	09/26/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----				1	\$1,600.00	4.60			
N 75	6	09/27/12	09/27/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---				1	\$1,600.00	4.60			
N 76	6	09/28/12	09/28/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--				1	\$1,600.00	4.60			
N 77	6	10/01/12	10/01/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----				1	\$1,600.00	4.60			
N 78	6	10/02/12	10/02/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,600.00

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WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
577301 /	09826479

Contract Dates	Product	Estimate #
09/26/12 - 10/02/12	Crossroads GPS	1046

Advertiser	Original Date / Revision
Crossroads GPS	09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,600.00	4.60			
N 79	6	09/26/12	09/26/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$700.00	3.10			
N 80	6	09/27/12	09/27/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$700.00	3.10			
N 81	6	09/28/12	09/28/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$700.00	3.10			
N 82	6	10/01/12	10/01/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$700.00	3.10			
N 83	6	10/02/12	10/02/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$700.00	3.10			
N 84	6	09/29/12	09/29/12	Sa 7a-8a	7a-8a		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$335.00	2.80			
N 85	6	09/30/12	09/30/12	GB Packers Football	various		:30				NM	1	\$31,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$31,650.00	42.00			
N 86	6	09/30/12	09/30/12	Su 9p-930p	9p-930p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$2,000.00	5.10			
Totals									344.10			86	\$121,235.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	53	\$86,715.00	\$73,707.75
10/01/12 - 10/02/12	33	\$34,520.00	\$29,342.00
Totals	86	\$121,235.00	\$103,049.75

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Crossroads GPS (Grassroots Policy Strategies) </div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Crossroads GPS (Grassroots Policy Strategies) </div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):


THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

9/24/12

Date



Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐

Accepted

☐

Accepted in Part

☐

Rejected

Signature

Printed Name

Title

31515


CROSSROADS MEDIA, LLC

MEDIA ACCOUNT
66 CANAL CENTER PLAZA
SUITE 500
ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA, VA

68-525/560

9/24/2012

PAY TO THE
ORDER OF

WITI-TV

\$ **103,049.75

One Hundred Three Thousand Forty-Nine and 75/100 ***** DOLLARS

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209

Patricia W. [Signature]

TWO SIGNATURES REQUIRED OVER \$10,000.00

MEMO

CrossGPS WI Sen 9/26-10/2/12

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. FINGER OR PRESS HERE. RED IMAGE DISAPPEARS WITH HEAT.

⑈031515⑈ ⑆056005253⑆ ⑈2006 3288⑈

CROSSROADS MEDIA, LLC
MEDIA ACCOUNT

WITI-TV

CrossGPS WI Sen 9/26-10/2/12

9/24/2012

103,049.75

31515

order 577301

Media Account

CrossGPS WI Sen 9/26-10/2/12

103,049.75